

ANLY482 MEETING MINUTES WITH SPONSOR(S) (18 AUGUST 2016)

Date:	18 August 2016
Time:	14:15-14:45
Venue:	Starbucks at Capital Tower Robinson Road
Attendees:	SMU: Anita, Sally, Xiu Ming SGAG: Karl Mak
Agenda:	<ul style="list-style-type: none"> • Finding out SGAG's business requirements for the project

S/N	Things Discussed/Done	Remark
1.	Organic and paid content	<ul style="list-style-type: none"> • SGAG would like to find out the performance of paid content as compared to organic content <ul style="list-style-type: none"> ○ If the performance of paid content is not as good as organic content, show the % of difference • For paid content, Karl would like to find out the industry specific performance. For instance, Fast Food and Airlines done the most banners with SGAG <ul style="list-style-type: none"> ○ If possible, find out how the competitors are doing for paid content ○ Learning point(s) from competitors (if any)
2.	Analysis on images Analysis on video NEW!	<ul style="list-style-type: none"> • Analyze the performance of memes and listicles • SGAG would like to find out the effectiveness of video content in reaching out to the audience – (number of likes, comments, shares, etc.)
3.	Possible content distributions for analysis	<ul style="list-style-type: none"> • SGAG uploads their contents on multiple platforms, including Facebook, Twitter, Instagram, Snapchat, web and mobile application. <ul style="list-style-type: none"> ○ For this project, Karl requested team to analyse their digital content on Facebook and Twitter

Item Due (Team)/Action(s)
Deadline: Early next week 1. Inform Karl on our decision to work with them and if we are taking up this project, set a date to collect data from them.